CLAIMS

What is claimed is:

1.   1.   A method for modifying addresses in a communications network, the method

2.   comprising the computer-implemented steps of:

3.   receiving, at an intermediary, a request for an object that is associated with a server;

4.   generating, at the intermediary, a combined address that identifies both an

5.   intermediary address associated with the intermediary and an object address

6.   that is determined based on the request;

7.   determining whether the combined address satisfies a particular condition; and

8.   when the combined address does not satisfy the particular condition, performing the

9.   steps of:

10.   substituting at least a portion of the combined address with one or more address

11.   identifiers to create a modified combined address, wherein the modified

12.   combined address satisfies the particular condition,

13.   generating, at the intermediary, a modified request that is based upon the request and

14.   that includes the modified combined address, and

15.   sending the modified request to the server.

1.   2.   The method of Claim 1, wherein the combined address satisfies the particular

2.   condition if a first size of the combined address does not exceed a specified size,

3.   wherein the combined address does not satisfy the particular condition if the first size

4.   of the combined address does exceed the specified size, and wherein the modified

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5   combined address satisfies the particular condition if a second size of the modified

6   combined address does not exceed the specified size.

1   3.   The method of Claim 1, wherein the step of substituting at least the portion of the

2   combined address data with one or more address identifiers comprises the step of:

3   substituting at least one address identifier for the intermediary address.

1   4.   The method of Claim 1, wherein the step of substituting at least the portion of the

2   combined address data with one or more address identifiers comprises the step of:

3   substituting at least one address identifier for the object address.

1   5.   The method of Claim 1, further comprising the step of:

2   selecting the one or more address identifiers based upon at least one attribute of the

3   request for the object.

1   6.   The method of Claim 1, further comprising the step of:

2   selecting the one or more address identifiers based upon at least one attribute of the

3   object.

1   7.   The method of Claim 1, further comprising the step of:

2   selecting the one or more address identifiers based upon at least one attribute of the

3   server.

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1   8.   The method of Claim 1, wherein the request is received from a first participant of a

2   transaction, wherein the transaction is between the first participant and a second

3   participant, and wherein the second participant is associated with the server.

1   9.   The method of Claim 8, wherein the first participant is a customer, the second

2   participant is a merchant, and the transaction is a purchase by the customer from the

3   merchant via a shopping application associated with the intermediary.

1   10.   A method for analyzing addresses, the method comprising the computer-implemented

2   steps of:

3   receiving a modified combined address, wherein the modified combined address is

4   based on a combined address that does not satisfy a particular condition,

5   wherein the modified combined address includes one or more address

6   identifiers such that the modified combined address does satisfy the particular

7   condition, and wherein the one or more address identifiers represents at least a

8   portion of the combined address; and

9   interpreting the one or more address identifiers based upon a mapping between the

10   one or more address identifiers and the portion of the combined address that is

11   represented by the one or more address identifiers.

1   11.   A method for determining whether network communications are associated with an

2   intermediary, the method comprising the computer-implemented steps of:

3   causing first communication data for one or more communications associated with the

4   intermediary to be stored at a location associated with the intermediary;

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5   receiving second communication data associated with a particular communication;

6   and

7   comparing the first communication data to the second communication data to

8   determine whether the particular communication is associated with the

9   intermediary.

1   12.   The method of Claim 11, wherein the second communication data is received via one

2   or more tracer images.

1   13.   The method of Claim 11, wherein the first communication data is stored via one or

2   more Internet cookies.

1   14.   The method of Claim 13, wherein

2   the one or more Internet cookies are set to expire after a specified period of time.

1   15.   The method of Claim 11, wherein the particular communication is associated with a

2   purchase of a product by a customer from a merchant, and wherein the purchase is

3   facilitated by a shopping application associated with the intermediary.

1   16.   The method of Claim 11, wherein

2   the first communication data for each of the one or more communications includes at

3   least a customer identifier, a merchant identifier, and a product identifier,

4   the second communication data associated with the particular communication

5   includes at least a particular customer identifier, a particular merchant

6   identifier, and a particular product identifier, and

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7   wherein the step of comparing the first communication data and the second

8   communication data comprises the step of:

9   determining whether the particular customer identifier, the particular merchant

10   identifier, and the particular product identifier match the customer

11   identifier, the merchant identifier, and the product identifier that are

12   included in the first communication data for each of the one or more

13   communications associated with the intermediary.

1   17.   The method of Claim 11, wherein the step of causing first communication data to be

2   stored at the location associated with the intermediary is performed in response to a

3   request from a participant in the one or more communications.

1   18.   A computer-readable medium for modifying addresses in a communications network,

2   the computer-readable medium carrying one or more sequences of one or more

3   instructions which, when executed by one or more processors, cause the one or more

4   processors to perform the steps of:

5   receiving, at an intermediary, a request for an object that is associated with a server;

6   generating, at the intermediary, a combined address that identifies both an

7   intermediary address associated with the intermediary and an object address

8   that is determined based on the request;

9   determining whether the combined address satisfies a particular condition; and

10   when the combined address does not satisfy the particular condition, performing the

11   steps of:

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12   substituting at least a portion of the combined address with one or more address

13   identifiers to create a modified combined address, wherein the modified

14   combined address satisfies the particular condition,

15   generating, at the intermediary, a modified request that is based upon the request and

16   that includes the modified combined address, and

17   sending the modified request to the server.

1   19.   The computer-readable medium of Claim 18, wherein the combined address satisfies

2   the particular condition if a first size of the combined address does not exceed a

3   specified size, wherein the combined address does not satisfy the particular condition

4   if the first size of the combined address does exceed the specified size, and wherein

5   the modified combined address satisfies the particular condition if a second combined

6   address does not exceed the specified size.

1   20.   The computer-readable medium of Claim 18, wherein the step of substituting at least

2   the portion of the combined address data with one or more address identifiers further

3   comprises instructions which, when executed by one or more processors, cause the

4   one or more processors to carry out the step of:

5   substituting at least one address identifier for the intermediary address.

1   21.   The computer-readable medium of Claim 18, wherein the step of substituting at least

2   the portion of the combined address data with one or more address identifiers further

3   comprises instructions which, when executed by one or more processors, cause the

4   one or more processors to carry out the step of:

5   substituting at least one address identifier for the object address.

1   22.   The computer-readable medium of Claim 18, further comprising instructions which,

2   when executed by one or more processors, cause the one or more processors to carry

3   out the steps of:

4   selecting the one or more address identifiers based upon at least one attribute of the

5   request for the object.

1   23.   The computer-readable medium of Claim 18, further comprising instructions which,

2   when executed by one or more processors, cause the one or more processors to carry

3   out the step of:

4   selecting the one or more address identifiers based upon at least one attribute of the

5   object.

1   24.   The computer-readable medium of Claim 18, further comprising instructions which,

2   when executed by one or more processors, cause the one or more processors to carry

3   out the step of:

4   selecting the one or more address identifiers based upon at least one attribute of the

5   server.

1   25.   The computer-readable medium of Claim 18, wherein the request is received from a

2   first participant of a transaction, wherein the transaction is between the first

3   participant and a second participant, and wherein the second participant is associated

4   with the server.

1   26.   The computer-readable medium of Claim 25, wherein the first participant is a

2   customer, the second participant is a merchant, and the transaction is a purchase by

3   the customer from the merchant via a shopping application associated with the

4   intermediary.

1   27.   A computer-readable medium for analyzing addresses, the computer-readable

2   medium carrying one or more sequences of one or more instructions which, when

3   executed by one or more processors, cause the one or more processors to perform the

4   steps of:

5   receiving a modified combined address, wherein the modified combined address is

6   based on a combined address that does not satisfy a particular condition,

7   wherein the modified combined address includes one or more address

8   identifiers such that the modified combined address does satisfy the particular

9   condition, and wherein the one or more address identifiers represents at least a

10   portion of the combined address; and

11   interpreting the one or more address identifiers based upon a mapping between the

12   one or more address identifiers and the portion of the combined address that is

13   represented by the one or more address identifiers.

1   28.   A computer-readable medium for determining whether network communications are

2   associated with an intermediary, the computer-readable medium carrying one or more

3   sequences of one or more instructions which, when executed by one or more

4   processors, cause the one or more processors to perform the steps of:

5   causing first communication data for one or more communications associated with the

6   intermediary to be stored at a location associated with the intermediary;

7   receiving second communication data associated with a particular communication;

8   and

9   comparing the first communication data to the second communication data to

10   determine whether the particular communication is associated with the

11   intermediary.

1   29.   The computer-readable medium of Claim 28, wherein the second communication data

2   is received via one or more tracer images.

1   30.   The computer-readable medium of Claim 28, wherein the first communication data is

2   stored via one or more Internet cookies.

1   31.   The computer-readable medium of Claim 30, wherein

2   the one or more Internet cookies are set to expire after a specified period of time.

1   32.   The computer-readable medium of Claim 28, wherein the particular communication is

2   associated with a purchase of a product by a customer from a merchant, and wherein

3   the purchase is facilitated by a shopping application associated with the intermediary.

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1 33. The computer-readable medium of Claim 28, wherein

2   the first communication data for each of the one or more communications includes at

3   least a customer identifier, a merchant identifier, and a product identifier,

4   the second communication data associated with the particular communication

5   includes at least a particular customer identifier, a particular merchant

6   identifier, and a particular product identifier, and

7   wherein the step of comparing the first communication data and the second

8   communication data further comprises instructions which, when executed by

9   one or more processors, cause the one or more processors to carry out the step

10   of:

11   determining whether the particular customer identifier, the particular merchant

12   identifier, and the particular product identifier match the customer

13   identifier, the merchant identifier, and the product identifier that are

14   included in the first communication data for each of the one or more

15   communications associated with the intermediary.

1 34. The computer-readable medium of Claim 28, wherein the step of causing first

2   communication data to be stored at the location associated with the intermediary is

3   performed in response to a request from a participant in the one or more

4   communications.

1   35.   A system for modifying addresses in a communications network, the system

2   comprising:

3   a server that is associated with an object; and

4   an intermediary that generates, in response to a request for the object received by the

5   intermediary, a modified request to be sent to the server, wherein the modified

6   request is based on the request and includes a modified combined address,

7   wherein the modified combined address satisfies a particular condition by

8   including one or more address identifiers that are substituted for at least a

9   portion of a combined address, wherein the combined address identifies both

10   an intermediary address associated with the intermediary and an object address

11   that is determined based on the request, and wherein the combined address

12   does not satisfy the particular condition.